

Claims:

1. A method of displaying information about a multitude of different customers comprising:
- for each customer, receiving a set of numeric values, each associated with one of a plurality of different parameters;
- for each customer, generating a symbol; and
- arranging the symbols spatially, based on the numeric values.
2. The method of claim 1 including generating the numeric values based on an Internet communication activity of the customer.
3. The method of claim 2 wherein the communication activity is selected from a group comprising a web browsing selection, a retail purchase transaction, and a referral of another potential customer.
4. The method of claim 2 including converting initial data based on the communication activity to a limited data set of the numeric values.
5. The method of claim 4 including receiving additional data based on further communication activity, and modifying the numeric values based on the additional data.
6. The method of claim 1 wherein each symbol includes a characteristic indicating a numeric value of a selected parameter.
7. The method of claim 5 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.
8. The method of claim 1 wherein at least one of the parameters is selected from a group comprising a recency indicator, an advocacy indicator, and a monetary indicator.
9. The method of claim 1 wherein arranging the symbols includes generating a representation of a three-dimensional array.

18. The apparatus of claim 11 wherein at least one of the parameters is selected from a group comprising a recency indicator, an advocacy indicator, and a monetary indicator.

19. The apparatus of claim 11 wherein the third set of instructions further serves to generate a representation of a three-dimensional array.

5 20. The apparatus of claim 11 including a fourth set of instructions to select a subgroup of customers based on a spatial region in which their corresponding symbols reside.

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